

## Evaluation level of competition in the market for internet trading

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### Abstract

© Medwell Journals, 2016. The main competitive advantage of online stores as well as traditional retail stores is the number of visitors and their confidence. Unlike traditional forms of trade online competitors are just a click away from each other. Internet shops can be divided into two categories: retail offlay-new business and purely virtual stores. More recently, the majority of off-line sellers are not interested in the benefits of e-Commerce, so, their sales through the Internet have been dwarfed by the actual turnover. Small and medium-sized off-line company started its business in order to SETIS diversify and expand markets. Recently, however, off-line players are actively entering the electronic market and tend to occupy a leading position on it which leads to increased competition in this market.

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### Keywords

Competition, Competitiveness, E-Commerce, Off-line retailers, Online stores